

THE PROGRESSIVE FARMER

and The Cotton Plant.

PROGRESSIVE FARMER—VOL. XIX. NO. 84.
THE COTTON PLANT—VOL. XXI. NO. 33.

RALEIGH, N. C., OCTOBER 4, 1904.

\$1 a Year in Advance.

A Personal Letter to the Subscriber.

Editorial Rooms,
PROGRESSIVE FARMER AND COTTON PLANT,
Raleigh, N. C., October 3, 1904.

My dear Sir: October is here—the beginning of our fall and winter campaign for renewals and new subscriptions—and since you are one of our subscribers and your name is on the little red slip at the top of this page, we wish to solicit your personal co-operation in the work of building up The Progressive Farmer and Cotton Plant.

We must go forward and we must have your help. Apart from our purchase of the Cotton Plant, we have made since January 1st a net gain of more than 2,000 in number of North Carolina subscribers alone. This number we must increase to 3,000 before the end of the year, and we hope to add nother 1,000 in South Carolina. We believe we should get them anyway, but to make assurance doubly sure, we now make this most remarkable trial subscription offer:

WE WILL SEND THE PROGRESSIVE FARMER AND COTTON PLANT FROM NOW TILL JANUARY 1, 1905, FOR ONLY 15 CENTS.

It is unnecessary for us to say that there is no money for us in an offer like this—not even running expenses. We make it solely because we believe our present readers have thousands of friends who could be induced to subscribe under this offer; and who would then become regular readers of the paper and never again attempt to do without it.

And we address this letter to you, Mr. Subscriber, because we believe you have six or eight neighbors who need The Progressive Farmer and Cotton Plant and will give you 15 cents for a trial subscription to January 1st.

We want you to see them all: every man whom you haven't asked to subscribe and also every man whom you have tried heretofore to get to give you a dollar for a year's subscription. He wouldn't risk a dollar maybe, but you can land him with this trial offer—just half our regular price and any man's money back if he's not satisfied.

That is our offer, and we make it because we believe we are printing the best farm weekly ever published for Southern farmers and because we believe we can prove it to any man who will read it from now till Christmas. (And by "we" is meant not the Editor alone, but all our folks—our agricultural editors, our agricultural correspondents, our Home Circle writers, our Social Chat correspondents, and all our friends who aid so greatly in the making of the paper. As for the Editor, our friend C. C. Moore says that he is chiefly gifted in that, like Carnegie, he knows how to get the services of men smarter than himself!)

The truth is that we are spending more money than was ever spent before and doing more work than was ever done before, in building a wide-awake Southern farm weekly, and it's no particular credit to us that it is a pretty good paper.

But the paper's going to be better. For one thing we are going to use a better, whiter, costlier paper to print it on: we are going to spend several hundred dollars more a year just for the sake of appearance, just because we believe the farmer deserves as handsome a paper as anybody else has. Then we are going to use more pictures, and while pictures cost money, we believe our readers will appreciate this extra expenditure—and will show their appreciation by sending us more subscribers. More and better general articles, too, are a part of our program—more mat-

ter from Agricultural Editors Burkett and Kilgore; the timeliest, strongest and most helpful farm articles from farmers and truckers generally throughout the South, and the best stories, sketches and articles for the women and children of the farm.

But to spend more money and do more work means that we must have more readers.

And to get more readers, Mr. Subscriber, we must have your help. A club of eight from you is what we count on, and please don't disappoint us. It is YOUR paper and every new subscriber we get helps us to make it better for you.

But we are also going to make it worth your while to get these subscribers for us. For every trial subscription you send, we shall give you credit for one month's subscription; that is, for a club of six, six months; for a club of eight, eight months, etc., etc.

Then if on January 1st you should get each man to subscribe for a full year—and this is our only aim in making the offer—we will give you credit for another three months for every dollar you send us.

And now may we not look for that club of eight right away? At the postoffice, at the mill, at the store, at the cotton gin, at the Saturday church meeting, at the Alliance meeting—there are opportunities enough for getting them; and we hope you will take up the matter at once and send us a big club before October 15th. Let no guilty man escape—that is to say, no man guilty of trying to keep house without The Progressive Farmer. Help us by giving us more readers than ever before and we will help you by giving you a better paper than ever before.

Yours for co-operation,

Clarence H. Poe

Editor and Manager.

P. S.—We were about to forget it, but of course if your subscription has expired and you wish to send some money for yourself, we shall not object. In fact, in the words of the Latin poet, (Al Fairbrother's translation), "Now is the time to renew."

C. H. P.

Cotton Estimates.

New York, Sept. 30.—J. S. Bache & Co., whose accurate estimate of the September cotton crop led the Savannah cotton exchange to charge that there had been a leak in the Agricultural Department's report, published their October estimate today. It puts the condition of the crop at 72.8 per cent on the average date of September 23, representing a deterioration of 8.6 per cent as compared with last month's figures. The report adds that many people are likely to be surprised by the cotton crop, which, in the estimate of their correspondents, will not exceed 11,150,000 bales.

A. Norden & Co., estimate the crop condition as 70.27 on the average date of September 25. Their estimate of the crop, provided there is no general killing frost before October 15, is 11,250,000 bales.

Index to This Number.

Cotton Growers' Convention (St. Louis)	9
Current Events: Editorial Review ..	8
Fungicides and Spraying.....	3
Gigantic Business Combination..	11
How to Get Most for Cotton....	10
Selection of Seed Corn.....	2
Talks on Insect Pests.....	5
Thoughts for Farmers.....	4
To the Girl Away from Home....	6
Departments on usual pages:	
Home Circle, 6; Social Chat, 7;	
State News, 12; General News, 13;	
Markets, 5; Teachers Reading	
Course, 14; Sunshine, 15.	

Let no guilty man escape—no man guilty of trying to keep house without The Progressive Farmer and Cotton Plant. Get every man to subscribe till January 1st. Only 15 cents.